

**Jay Martin Consulting Role**  
**Recommendation**

**BACKGROUND**

- CONTRACT RENEGOTIATED REMOVING "COMMITTED NUMBER OF DAYS"
  - VERBAL COMMITMENT OF 45 TO 80 DAYS
  - AUG. 1, 1995 TO AUG. 1, 1996 TIME FRAME
  - REIMBURSED FOR TRAVEL & EXPENSES
- PRIOR COMMITMENT TO 150 DAYS MINIMUM
- HISTORICAL USE OF JAY
  - D/A CONTACT SOLO AND WITH RJR PERSONNEL
  - ATTENDANCE AT CRITICAL CONVENTIONS - CUSTOMER MEETINGS
  - ADVISORY COUNCIL MEMBER
  - TRADE MARKETING VISION WHOLESALE TEAM

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**RECOMMENDED PLAN**

- **LEVERAGE JAY IN IDENTIFICATION OF ISSUES AND OPPORTUNITIES IN WAM PROPOSITION WITH LSS**

- CLEARLY STATED OBJECTIVES, DELIVERABLES, TIMING
  - PROVIDE REALISTIC SOLUTION TO ISSUES

- ★ • **UTILIZE JAY FOR CONSTRUCTION OF AMBASSADOR PROGRAM TEST (OR ANOTHER CONCEPT) FOR NEW YORK METRO OPPORTUNITY**

*- Salesmen incentive program*

- CLEARLY STATED OBJECTIVES, DELIVERABLES, TIMING
  - WORKING WITH RSM & BDH

- **UTILIZE FOR DEVELOPMENT OF N.D. NET TEST RECOMMENDATION WITH SCOTT FEIT, BRUCE HATTER AND NEW TRADE MANAGER**

- CLEARLY STATED OBJECTIVES, DELIVERABLES, TIMING

- **SPECIFIC DIRECT ACCOUNT MEETINGS ONLY AS REQUESTED BY JVM, AVP'S, LSS, OR BKS**

- IDENTIFY CUSTOMER, TIMING, OBJECTIVES, DELIVERABLES

- **CONTINUE AS ADVISORY COUNCIL MEMBER**

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**MAJOR CHANGES**

- CEASE ATTENDANCE AT CONVENTIONS ALREADY ATTENDED BY RJR MANAGEMENT, UNLESS SPECIFICALLY REQUESTED BY  
  
-JVM, AVP(S), BKS, LSS OR SGH
- RANDOM FIELD VISITS WITHOUT REQUESTS OF BKS, JVM, AVP(S), LSS
- ELIMINATION OF INVOLVEMENT IN LONG TERM WHOLESALE TRADE VISION TEAM

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**NEXT STEPS**

- LSS/BKS GET JAY INTO FOLD ON WAM ASAP
  - BKS/BDH GET JAY INTO N.D. NET DISCUSSIONS & MEETINGS  
WITH SCOTT FEIT 3Q
  - MEETING IN NEW YORK PER DLW DIRECTION TO DESIGN METRO  
PROGRAM CONCEPT 3Q
  - JVM,LSS,AVP'S IDENTIFY ACCOUNT MEETINGS JAY SHOULD BE  
INCLUDED IN OR MAKE ON HIS OWN QTRLY
- \*\* OBJECTIVES
  - \*\* DELIVERABLES
  - \*\* TIMING
  - INVOLVE/INFORM RSM ON ALL OF THE ABOVE

**\*\*Note: BKS will communicate to J. Martin once established.**

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